**TOWN OF RUSH RIVER EXTERNAL SOCIAL MEDIA POLICY**

**PURPOSE**

To build communication and trust with our residents and visitors and encourage participation through comments and feedback.

**GOALS**

The Town of Rush River aims to effectively use Social Media Accounts to:

1. Provide information.
2. Support community engagement and outreach
3. Support marketing and promotional campaigns
4. Frame the public conversation around [Agency]
5. Assist with recruitment efforts.

Please be aware that when engaging with this agency through Social Media, you agree to the following:

**MODERATION OF THIRD-PARTY CONTENT**

The agency does not necessarily endorse, support, sanction, encourage, verify or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any Social Media Site.

This agency social media site serves as a limited public forum and all content published is subject to preservation and disclosure in accordance with Wisconsin Open Records Requests. User-generated posts may be rejected or removed if the content:

1. contains obscenity,
2. incites or promotes violence or illegal activities,
3. contains spam or links to malware,
4. promotes illegal discrimination (e.g., housing discrimination),
5. contains actual defamation.
6. uses the copyrighted work of another.

We do not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

**RETENTION**

Any communications sent to or received by the Agency and its employees via social media may be subject to our retention and disclosure requirements. We are required to comply with [applicable public records statute] to ensure the government is open and that the public has access to public records and information of which our agency is the custodian. These retention requirements apply regardless of the form of the record (e.g., digital text, photos, audio, and video). To that end, we automatically collect and store all information posted on this agency social media site. All information posted on this site may be subject to public disclosure under [applicable public records statute], even if it has been deleted. The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule.

**EMERGENCY POSTINGS**

Social media sites are not monitored 24/7. If there is an emergency, contact 911.